

## Growth plan

In the past year, we focused on fine-tuning our platform to add as much value as possible to our users' trades while maximising our ability to monetise GMV traded through the platform. We now see a major opportunity to grow our footprint with a three-pillar strategy:

### Expanding our "platform as a service" offering in existing and new verticals

- **Double down on dairy** – with dairy being our lighthouse vertical, we intend to stand up further single seller platforms in the US Dairy Market and build an Asian buyer base that our international dairy platforms can sell into.
- **Ethanol marketplace in Brazil** – we are in advanced negotiations in Brazil for an ethanol marketplace, leveraging existing commercial relationships.
- **Pursue new verticals** – eggs, fertiliser, animal feed and carbon.

### Becoming the platform operator of choice in dairy

This is a strategic advancement for Nui. We see the opportunity to move into the role of a platform operator to consolidate international markets and maximise revenue.

**DAO.EU (Dairy)** – In April 2022, we concluded the acquisition of our largest customer, Dairy Auctions Online, with a significant market share in the EU.

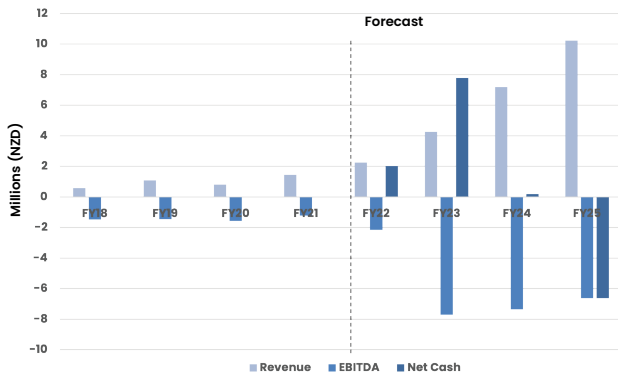
**Nui Markets North America** – In April 2022, we will launch Nui Markets North America. This will expand Nui's presence in the North American Dairy Market, where we already provide single seller platforms.

### Enhancing platform features to drive revenue growth

- By adding further value to users' transactions, we can capture more revenue on the platform.
- Improve trading flexibility with new order formats and moving beyond spot buying.
- Increase trade efficiency by incorporating logistics, payments, and trade analytics.
- Supporting our customers' business initiatives with tracing, sustainability, and data packages.
- Boosting user engagement through providing targeted offers, smart insights for buyers and improved comms.

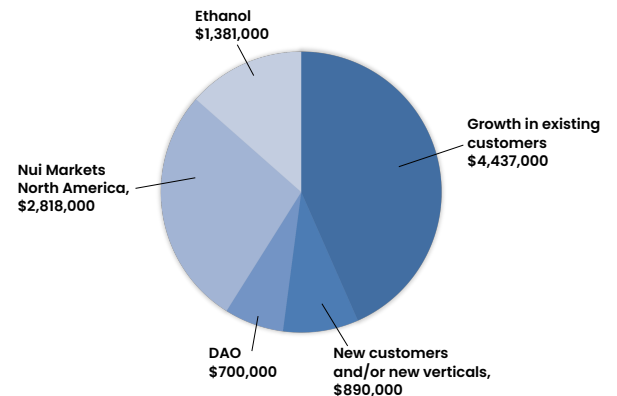
## Business plan

### Revenue<sup>1</sup>, EBITDA and net cash<sup>2</sup> forecast<sup>3</sup>



**Note<sup>1</sup>:** Up until FY21, Revenue is based on the Financial Statements. FY21 included the application of Accounting Revenue Recognition requirements. From FY22 onwards revenue is based on the management accounts, pure revenue which excludes the application of Accounting Revenue Recognition.  
**Note<sup>2</sup>:** For Net Cash, assumed \$10m USD investment in August 2022. Balance of net cash as at June each year.  
**Note<sup>3</sup>:** One-year average rate of 1 NZD : 0.7070 USD has been used.

### FY2025 revenue forecast – composition

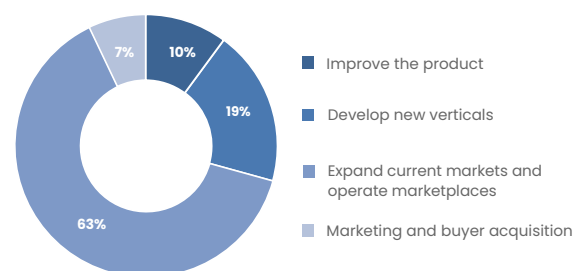


We anticipate a **seven-fold growth in revenue** from FY2021 to FY2025

## Investment opportunity

We are raising \$10m USD at a pre-money valuation of \$50m USD. This will provide a 22-month runway during which we are targeting over 200% revenue growth. Our previous funding round was led by New Zealand institutional investors but in order to grow on the world stage, we need to be backed by truly global investors. We are seeking Seed/Series A tech investors with a proven record in supporting platform software companies to scale internationally.

### Use of funds – \$10m USD



**Support the next stage of our growth, as we become the leading commodity trading platform globally.**